

In the Claims:

This listing of claims will replace all prior versions, and listing, of claims in the application:

Listing of Claims:

1. (Currently Amended) An assembly for covering a visual display ~~means~~ having an array of pixels, the assembly comprising an array of cells with reflective walls and an opening at each end, and a transparent cover sheet adjacent the open ends of the cells on one side of the array, wherein the array is dimensioned such that ~~in use~~ each cell is aligned with one pixel of the visual display ~~means~~.
2. (Previously Presented) An assembly as claimed in claim 1, wherein the cells are contiguous.
3. (Currently Amended) An assembly as claimed in claim 1 ~~or claim 2~~, wherein each cell comprises a tube open at each end.
4. (Currently Amended) An assembly as claimed in ~~any preceding claim~~ claim 1, wherein the array comprises a honeycomb mesh creating adjacent hexagonal cells.
5. (Currently Amended) An assembly as claimed in ~~any of claims 1 to 3~~ claim 1 wherein the array comprises a mesh with substantially square apertures.
6. (Currently Amended) An assembly as claimed in ~~any of claims 1 to 3~~ claim 1, wherein each cell comprises a parabolic reflector having an opening in the centre of the base for alignment with pixel.
7. (Currently Amended) An assembly as claimed in ~~any of claims 1 to 3~~ claim 1, wherein each cell comprises a light guide.
8. (Currently Amended) An assembly as claimed in ~~any preceding claim~~ 1 wherein the walls of the cells are provided with a surface treatment to increase their reflectivity.

9. (Currently Amended) An assembly as claimed in ~~any preceding claim 1~~ further comprising a lens in each cell.
10. (Currently Amended) An assembly as claimed in ~~any preceding claim 1~~, wherein the cover sheet comprises glass or plastic.
11. (Currently Amended) An assembly as claimed in ~~any preceding claim 1~~, further comprising a bottom sheet to create a load bearing element.
12. (Currently Amended) An assembly as claimed in ~~any preceding claim 1~~, wherein the cover sheet provides weather proofing to the visual display means.
13. (Currently Amended) An assembly as claimed in ~~any preceding claim 1~~, wherein the cover sheet is shaped to form a lens aligned with each cell of the array.
14. (Currently Amended) An assembly as claimed in ~~any preceding claim 1~~, wherein the cover sheet is provided with a surface treatment to improve the optical performance.
15. (Currently Amended) Assembly as claimed in ~~any preceding claim 1~~, further comprising lens means arranged between the array of cells and the cover sheet, aligned with the walls of the cells, operable to diffuse light between adjacent cells.
16. (Previously Presented) An assembly as claimed in claim 15, wherein the lens means is provided by adhesive between the cells and the cover sheet.
17. (Currently Amended) A visual display system, comprising:
a visual display having an array of pixels;
~~an assembly as claimed in any preceding claim secured to a visual display means having an array of pixels;~~
a cover assembly secured to the visual display, the cover assembly having an array of cells with reflective walls and an opening at each end, and having a transparent cover sheet adjacent the open ends of the cells on one side of the array, the array of cells being configured such that each cell is aligned with one pixel of the visual display and

configured such that the array of cells is sandwiched between the cover sheet and the visual display ~~means~~.

18. (Previously Presented) A digital visual display system comprising a plurality of discrete light sources arranged in a plurality of rows, wherein the light sources in each row are offset with respect to the light source in each adjacent row.